FIG. 1

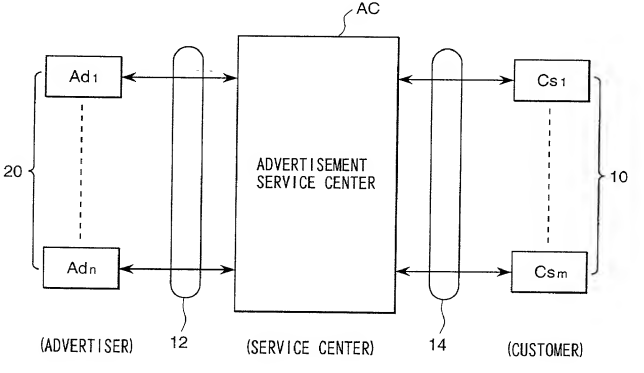

AC
Ad1
Adn
20
ADVERTISEMENT
SERVICE CENTER
Cs1
Csm
10
(ADVERTISER)
12
(SERVICE CENTER)
14
(CUSTOMER)

FIG. 2

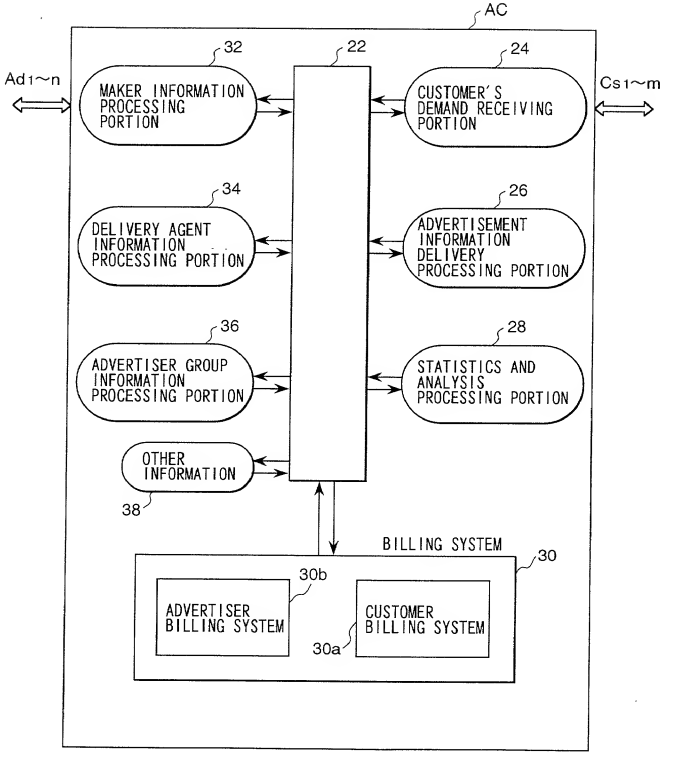

AC
32
22
24
Ad1~n
MAKER INFORMATION PROCESSING PORTION
CUSTOMER'S DEMAND RECEIVING PORTION
Cs1~m
34
26
DELIVERY AGENT INFORMATION PROCESSING PORTION
ADVERTISEMENT INFORMATION DELIVERY PROCESSING PORTION
36
28
ADVERTISER GROUP INFORMATION PROCESSING PORTION
STATISTICS AND ANALYSIS PROCESSING PORTION
OTHER INFORMATION
38
BILLING SYSTEM
30
30b
ADVERTISER BILLING SYSTEM
CUSTOMER BILLING SYSTEM
30a

FIG. 3

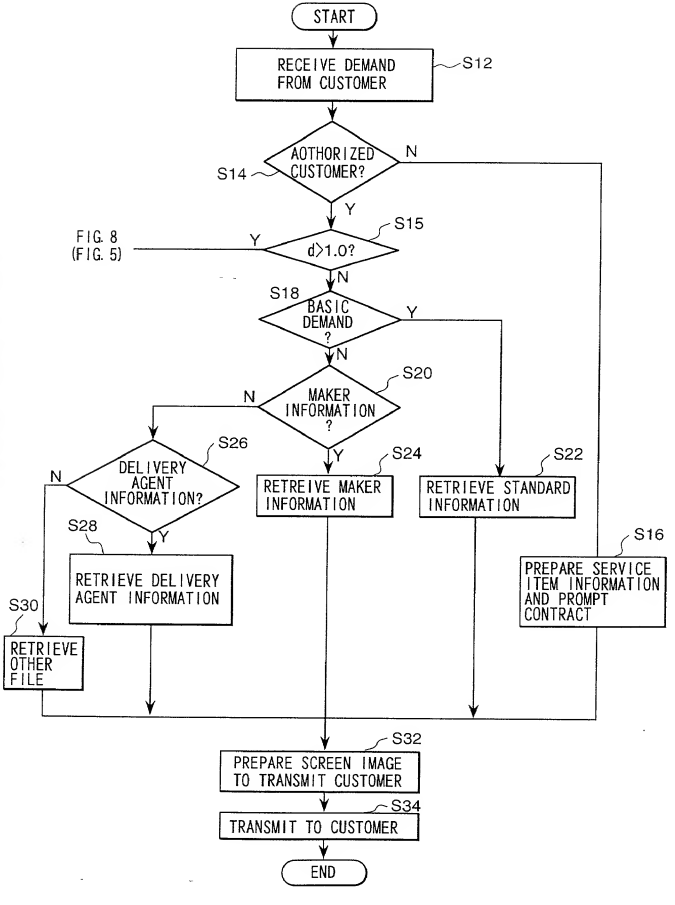

START
RECEIVE DEMAND FROM CUSTOMER
S12
AOTHORIZED CUSTOMER?
S14
N
Y
S15
FIG. 8 (FIG. 5)
Y
d>1.0?
N
S18
BASIC DEMAND ?
Y
N
S20
MAKER INFORMATION ?
N
Y
S26
DELIVERY AGENT INFORMATION?
N
Y
S24
RETREIVE MAKER INFORMATION
S22
RETRIEVE STANDARD INFORMATION
S28
RETRIEVE DELIVERY AGENT INFORMATION
S16
PREPARE SERVICE ITEM INFORMATION AND PROMPT CONTRACT
S30
RETRIEVE OTHER FILE
S32
PREPARE SCREEN IMAGE TO TRANSMIT CUSTOMER
S34
TRANSMIT TO CUSTOMER
END

FIG. 4

CR	MAKER INFORMATION m	DELIVERY AGENT INFORMATION S	OTHER SP	SPECIAL INFORMATION OP
CR_1	$m_1 \sim m_2$	S_1	——	——
CR_2	$m_1 \sim m_2$	$S_1 \sim S_2$	$SP_1 \sim S_2$	——
CR_3	$m_1 \sim m_3$	$S_1 \sim S_3$	$SP_1 \sim S_3$	OP_1
CR_S	$m_{1 \sim s}$	$S_{1 \sim s}$	$SP_{1 \sim s}$	$OP_{1 \sim s}$

FIG. 5

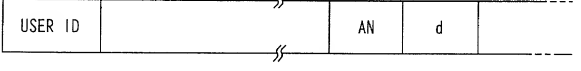


FIG. 6

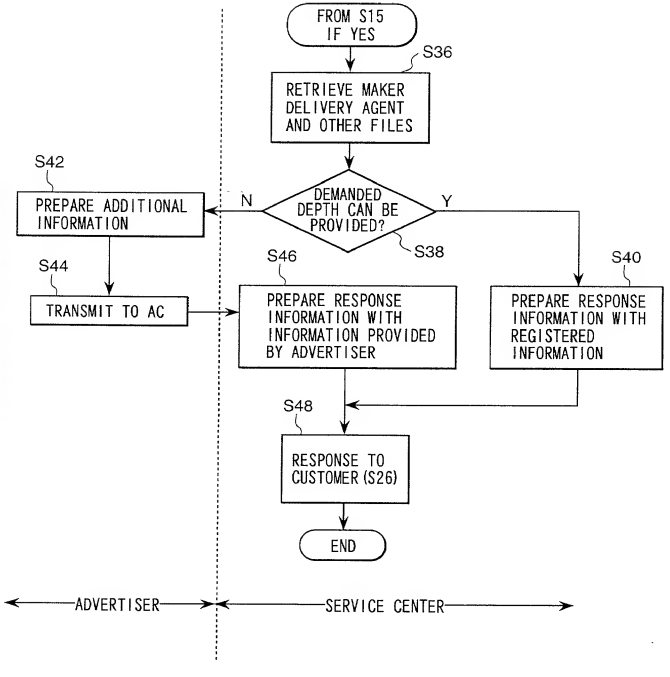
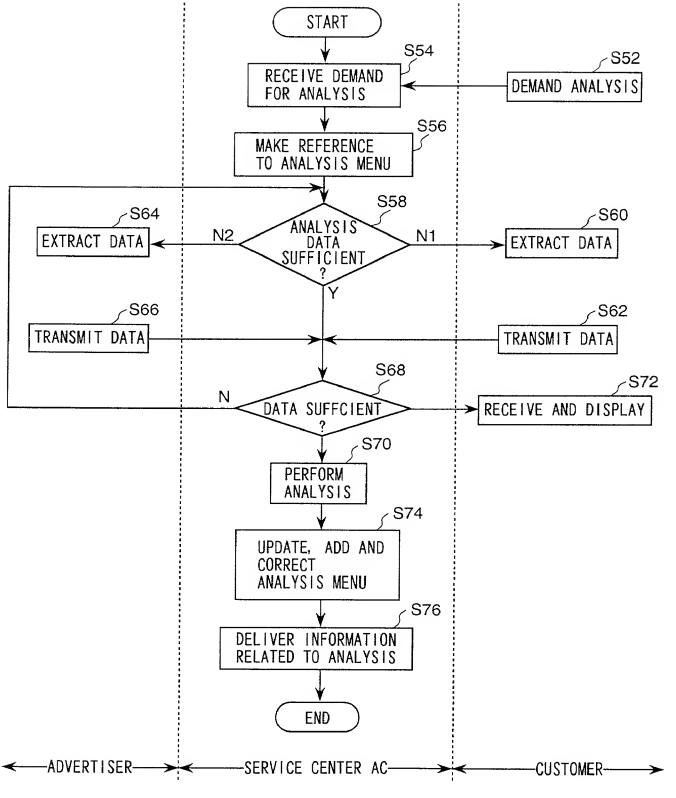

FROM S15
IF YES
S36
RETRIEVE MAKER DELIVERY AGENT AND OTHER FILES
S42
PREPARE ADDITIONAL INFORMATION
N
DEMANDED DEPTH CAN BE PROVIDED?
Y
S38
S44
TRANSMIT TO AC
S46
PREPARE RESPONSE INFORMATION WITH INFORMATION PROVIDED BY ADVERTISER
S40
PREPARE RESPONSE INFORMATION WITH REGISTERED INFORMATION
S48
RESPONSE TO CUSTOMER (S26)
END
ADVERTISER
SERVICE CENTER

FIG. 7



EP 2 023 280 A1

FIG. 8(A)

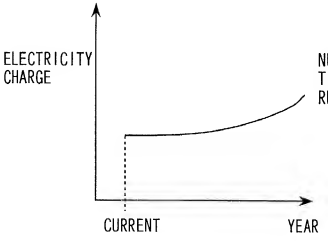


FIG. 8(B)

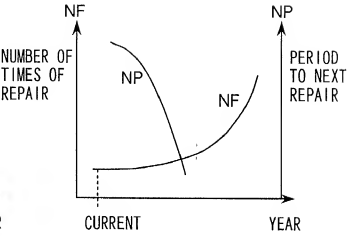


FIG. 8(C)

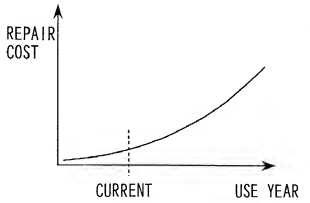


FIG. 8(D)

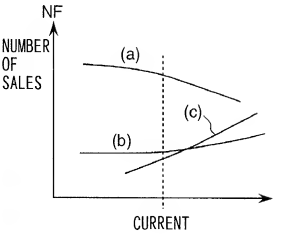


FIG. 9

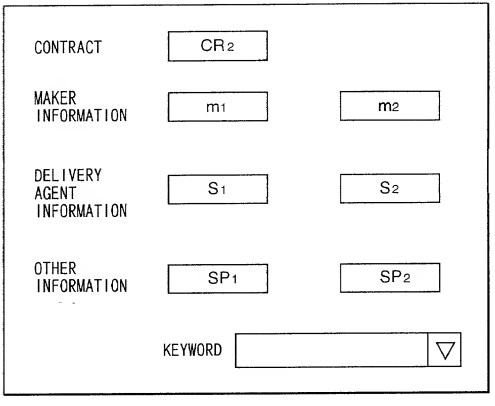

CONTRACT
CR2
MAKER INFORMATION
m1
m2
DELIVERY AGENT INFORMATION
S1
S2
OTHER INFORMATION
SP1
SP2
KEYWORD

FIG. 10

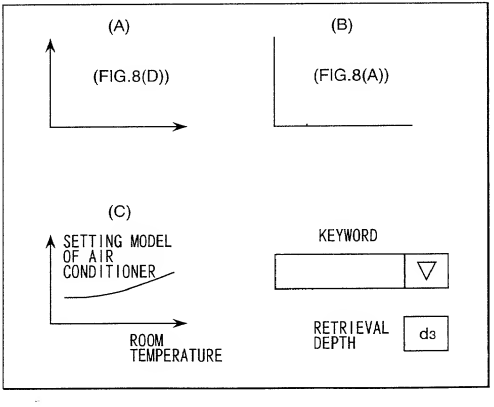

(A)
(FIG.8(D))
(B)
(FIG.8(A))
(C)
SETTING MODEL OF AIR CONDITIONER
ROOM TEMPERATURE
KEYWORD
RETRIEVAL DEPTH
d3

FIG. 11

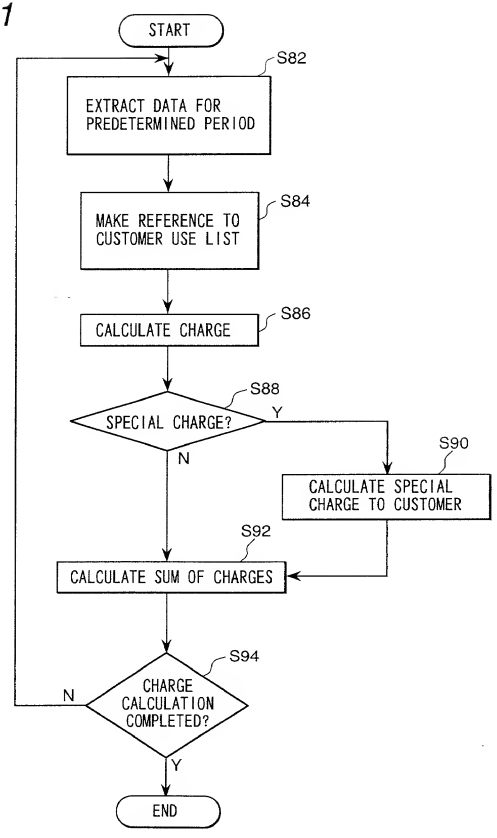

START
S82
EXTRACT DATA FOR PREDETERMINED PERIOD
S84
MAKE REFERENCE TO CUSTOMER USE LIST
S86
CALCULATE CHARGE
S88
SPECIAL CHARGE?
Y
N
S90
CALCULATE SPECIAL CHARGE TO CUSTOMER
S92
CALCULATE SUM OF CHARGES
S94
CHARGE CALCULATION COMPLETED?
N
Y
END

FIG. 12(A)

CS	NUMBER OF TIMES USE DEPTH 1	DEPTH 3	DEPTH 5	CORRECTION BY USE DEPTH	NUMBER OF TIMES OF STATISTICAL ANALYSIS STANDARD MENU (INDEX 4)	NON-STANDARD (INDEX 10)	CHARGE FOR STATISTICAL ANALYSIS	BILL TO CUSTOMER
CS 1	50	30	10	1×50+3×30 +5×10=190	10	3	(10×4)+ (3×10) =70	270
.....								
CS m								

FIG. 12(B)

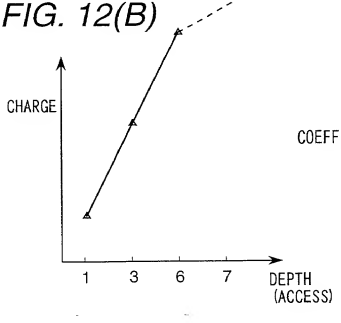


FIG. 12(C)

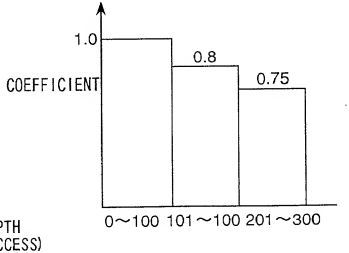
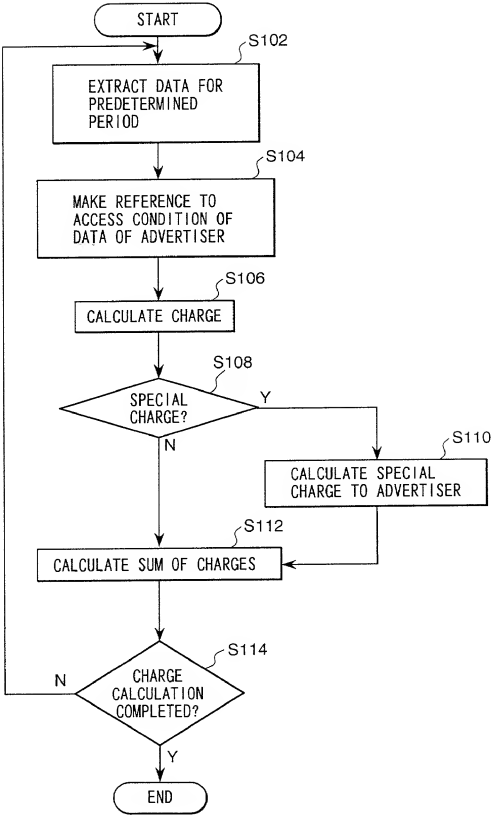


FIG. 13



TOKEO-4902196

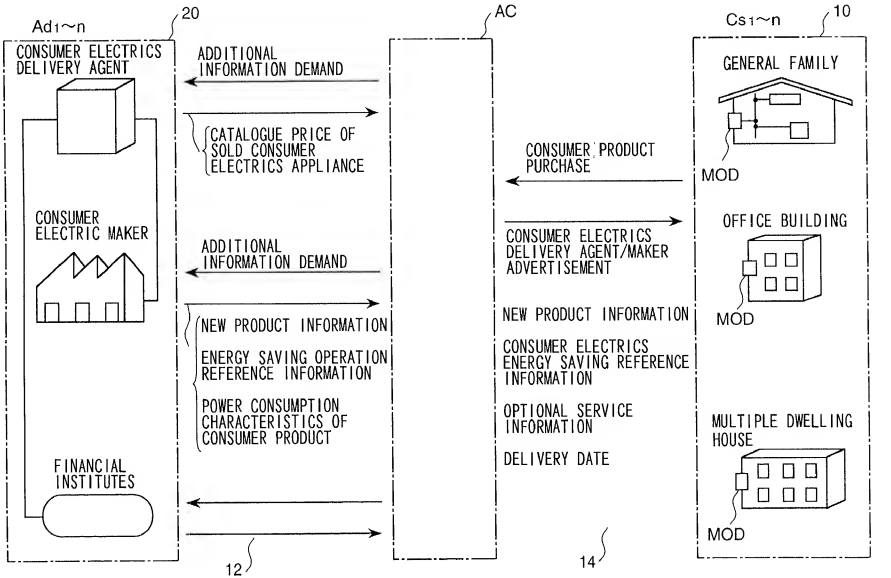
FIG. 14(A)

Ad	RANK OF ADVERTISEMENT	NUMBER OF TIMES USE DEPTH 1	DEPTH 3	DEPTH 5	CORRECTION BY USE DEPTH	ADDITIONAL ADVERTISEMENT LEVEL 1 (6)	LEVEL 2 (10)	CHARGE FOR ADDITIONAL ADVERTISEMENT	BILL TO ADVERTISER
Ad_1	B	100	50	30	1×100+3×50+5×30=400	30	20	6×30+10×20=380	780
⋮	⋮								⋮
Ad_n	A								

FIG. 14(B)

CAPACITY \ LANK	A	B		G
MEMORY CAPACITY	<a bytes	<b bytes		<g bytes
CHARGE COEFFICIENT	1.0	1.2		1.5

FIG. 15


Ad1~n
20
CONSUMER ELECTRICS DELIVERY AGENT
CONSUMER ELECTRIC MAKER
FINANCIAL INSTITUTES
ADDITIONAL INFORMATION DEMAND
CATALOGUE PRICE OF SOLD CONSUMER ELECTRICS APPLIANCE
ADDITIONAL INFORMATION DEMAND
NEW PRODUCT INFORMATION
ENERGY SAVING OPERATION REFERENCE INFORMATION
POWER CONSUMPTION CHARACTERISTICS OF CONSUMER PRODUCT
12
AC
CONSUMER PRODUCT PURCHASE
CONSUMER ELECTRICS DELIVERY AGENT/MAKER ADVERTISEMENT
NEW PRODUCT INFORMATION
CONSUMER ELECTRICS ENERGY SAVING REFERENCE INFORMATION
OPTIONAL SERVICE INFORMATION
DELIVERY DATE
14
Cs1~n
10
GENERAL FAMILY
MOD
OFFICE BUILDING
MOD
MULTIPLE DWELLING HOUSE
MOD